

Business Survey

Think of how your business has benefited from recent advances in technology, from fax machines to cellular phones and personal computers.

Lynchburg is on the brink of another advancement in telecommunications technology that could hold great potential for your business.

Last year, the City of Lynchburg connected all public schools and most city government buildings with a fiberoptic network which can carry computer, phone, and video information faster than has ever been possible in Lynchburg before.

Now that it's in place, the fiberoptic network can be used as a valuable resource for homes and businesses throughout Lynchburg. The City would like to hear from you about how this system could be put to work to help companies such as yours.

THE BIG PICTURE

Lynchburg's fiberoptic network could improve—and even make more affordable—many of the communication services that are currently available.

What's most important to you?

The following is a general list of communication services that you might currently use or expect to use in the next 2 to 5 years in your business. With your company in mind, please indicate if the company currently uses the service and/or if it plans to use it in the future. (Please circle answers.)

| | Now | | | Future | | |
|-------------------------|-----|----|------------|--------|----|------------|
| | Yes | No | Don't know | Yes | No | Don't know |
| Local telephone | ● | ● | ● | ● | ● | ● |
| Cable TV service | ● | ● | ● | ● | ● | ● |
| Cellular phone service | ● | ● | ● | ● | ● | ● |
| Internet access service | ● | ● | ● | ● | ● | ● |
| Internet on TV | ● | ● | ● | ● | ● | ● |
| Fax service | ● | ● | ● | ● | ● | ● |
| E-mail service | ● | ● | ● | ● | ● | ● |
| On-line banking | ● | ● | ● | ● | ● | ● |
| On-line shopping | ● | ● | ● | ● | ● | ● |
| Voice mail | ● | ● | ● | ● | ● | ● |
| A paging service | ● | ● | ● | ● | ● | ● |
| Satellite TV service | ● | ● | ● | ● | ● | ● |
| 800 phone service | ● | ● | ● | ● | ● | ● |
| Telecommuting | ● | ● | ● | ● | ● | ● |
| Distance learning | ● | ● | ● | ● | ● | ● |
| Distance job training | ● | ● | ● | ● | ● | ● |
| Alarm/security monitors | ● | ● | ● | ● | ● | ● |
| Company website | ● | ● | ● | ● | ● | ● |
| Data transfer | ● | ● | ● | ● | ● | ● |
| Local area network | ● | ● | ● | ● | ● | ● |
| File transfer | ● | ● | ● | ● | ● | ● |
| Videoconferencing | ● | ● | ● | ● | ● | ● |
| Remote access computing | ● | ● | ● | ● | ● | ● |
| Phone banks | ● | ● | ● | ● | ● | ● |
| Other (specify _____) | ● | ● | ● | ● | ● | ● |

How many independent phone lines are currently in your offices?

Wire/land lines: Now? _____ How many in 2-5 yrs.? _____

Analog or digital cellular: Now? _____ How many in 2-5 yrs.? _____

ARE YOU SATISFIED?

Fiberoptic technology can give you more choices for some communication services.

How satisfied are you with your current services?

Please rate the following providers on a scale of 1 to 7 in terms of *quality of service* from Satisfied to Dissatisfied.

| | Satisfied | | | | Dissatisfied | | | | N/A |
|------------------------------|-----------|---|---|---|--------------|---|---|---|-----|
| Local phone service provider | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ● | |
| Long distance phone provider | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ● | |
| Cellular service provider | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ● | |
| Paging service provider | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ● | |
| Satellite service provider | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ● | |
| Cable TV provider | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ● | |
| Internet service provider | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ● | |
| Leased point-to-point lines | 1 | 2 | 3 | 4 | 5 | 6 | 7 | ● | |

Please rate the following providers on *cost of service*.

| | Satisfied | | | | Dissatisfied | | | | N/A |
|------------------------------|-----------|---|---|---|--------------|---|---|--|-----|
| Local phone service provider | 1 | 2 | 3 | 4 | 5 | 6 | 7 | | ● |
| Long distance phone provider | 1 | 2 | 3 | 4 | 5 | 6 | 7 | | ● |
| Cellular service provider | 1 | 2 | 3 | 4 | 5 | 6 | 7 | | ● |
| Paging service provider | 1 | 2 | 3 | 4 | 5 | 6 | 7 | | ● |
| Satellite service provider | 1 | 2 | 3 | 4 | 5 | 6 | 7 | | ● |
| Cable service provider | 1 | 2 | 3 | 4 | 5 | 6 | 7 | | ● |
| Internet service provider | 1 | 2 | 3 | 4 | 5 | 6 | 7 | | ● |
| Leased point-to-point lines | 1 | 2 | 3 | 4 | 5 | 6 | 7 | | ● |

WOULD YOU CONSIDER CHANGING?

If you were approached by a reputable telecommunications company offering services comparable to your current provider at prices that reduced your monthly charge for telephone services by the following percentages, how likely would you be to switch providers?

| | Likely | | | | Not likely | | | | Don't know |
|----------------------------|--------|---|---|---|------------|---|---|--|------------|
| If it were reduced by 10%? | 1 | 2 | 3 | 4 | 5 | 6 | 7 | | ● |
| If it were reduced by 25%? | 1 | 2 | 3 | 4 | 5 | 6 | 7 | | ● |
| If it were reduced by 50%? | 1 | 2 | 3 | 4 | 5 | 6 | 7 | | ● |

Who currently provides your long distance telephone service?
(check one)

- ☐ Bell Atlantic
 ☐ AT&T
 ☐ Sprint
 ☐ MCI
 ☐ Don't know
 ☐ Other (specify: _____)

If you had a choice, would you consider switching your cable TV service to another provider?

- ☐ Yes
 ☐ No
 ☐ Don't know

If you had a choice, would you consider switching your local telephone service to another provider?

- ☐ Yes
 ☐ No
 ☐ Don't know

If you had a choice, would you consider switching your leased point-to-point service to another provider?

- ☐ Yes
 ☐ No
 ☐ Don't know

If you had a choice, would you consider switching your Internet service to another provider?

- ☐ Yes
 ☐ No
 ☐ Don't know

Lynchburg's fiberoptic network could expand your existing telecommunications options.

THE FUTURE

This survey will help guide decisions about the future of telecommunication services in Lynchburg. What would you like the future to hold for you?

On a scale from 1 to 7 how interested would you be if the City of Lynchburg could partner with a private provider to offer the following services at a competitive price:

| | Very interested | | | | Not interested | | |
|------------------------------|-----------------|---|---|---|----------------|---|---|
| Long distance phone service? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Cable TV service? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Local phone service? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Leased point-to-point lines? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| High-speed Internet service? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

When considering any of your future telecommunications needs, how important are each of the following features to you?

| | Very important | | | | Not important | | |
|-----------------------------------|----------------|---|---|---|---------------|---|---|
| Quality of service | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Available bandwidth | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Customized bills and analysis | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| High-speed communications | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Clarity of reception | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Price of installation | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Customer service | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Availability of technical support | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Service reliability | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Discounts for multiple services | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Easy to use services | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Variety of services | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

What percentage of your employees have or will have PC's at their work station in your Lynchburg location?

____ % currently have a PC ____ % that will have a PC in 2-5 years ____ Don't know

What percentage of your employees have or will have the following?

Currently

____ % with Internet connection

____ % with LAN connection

In 2-5 years

____ % with Internet connection

____ % with LAN connection

Finally, some demographic items to help us analyze the data.

Number of Lynchburg employees? Currently: ____ Est. in 2-5 yrs: ____

What was the approximate gross revenue for your company in 1997?

- Under \$100,000 ● \$100,001 to \$500,000 ● \$500,001 to \$1,000,000
● \$1,000,001 to \$10,000,000 ● \$10,000,001 to \$25,000,000 ● Over \$25,000,000

If you wish to make any comments concerning the future of telecommunications in Lynchburg, here is your opportunity:

Optional: Would you like to be informed of opportunities to participate in focus groups and/or local committees related to telecommunications?

Name: _____

Address/Phone: _____



The City of Lynchburg
Public Works Dept.
PO Box 60
Lynchburg, VA 24505

Thank you for your participation.